



## **Week 4 Assignment: Public Service Announcement (PSA) Production**

### **Overview**

This week, you and your team will begin the production phase for your PSA. Follow these guidelines as you work.

- Use Audacity to record your audio. You will edit this audio file in Week 5.
- Follow (and update) your project proposal and shot list when filming your video.
- Shoot much more footage than you'll put into your final production. Make certain you have an establishing shot, a closing shot, plus both wide and tight shots.
- Use the rule of thirds in your work.

Remember, your PSA should:

- be 60 seconds or less.
- cover a specific topic.
- include voiceover narration.
- employ video, text, or graphic effects.
- be finalized in Web-ready file format.
- follow copyright citation and fair use guidelines.

### **Pre-Production Document Revisions**

As you work through the production cycle, you will likely need to revise your pre-production plans. This is not uncommon. However, remember to update the pre-production document you began in Week 3 to reflect these changes. You will submit a revised version of the pre-production document at the end of Week 5.

**Rubric: PSA**

As you work on your PSA, use this rubric to guide your output. This rubric addresses both your video and your revised pre-production proposal, which you will submit during Week 5.

Tasks ↓	Accomplished	Proficient	Needs Improvement	Not Acceptable
<b>Student project proposal (10 points)</b>	Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are determined early and clearly explained. <b>(10 points)</b>	Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. <b>(8 points)</b>	Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are also inconsistent. <b>(6 points)</b>	Absent or incomplete. <b>(0 points)</b>
<b>Shot list (10 points)</b>	Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. <b>(10 points)</b>	Provides a shot list with documentation of any new shots taken in the moment of filming. <b>(8 points)</b>	Provides a shot list but inconsistently documents new shots taken in the moment of filming. <b>(6 points)</b>	Absent or incomplete. <b>(0 points)</b>
<b>Public Service Announcement – Content (20 points)</b>	The PSA is 60 seconds or less and covers a specific topic concisely and clearly. The PSA grabs the viewer's attention and offers specific action items related to the topic. The PSA includes clear and well-written voiceover narration. <b>(20 points)</b>	The PSA is 60 seconds or less and covers a specific topic. The PSA includes appropriate voiceover narration. <b>(16 points)</b>	PSA is too short or too long to effectively present the topic and/or lacks a concisely discussed topic. Voiceover narration is ineffectively used. <b>(14 points)</b>	Absent or incomplete. <b>(0 points)</b>

<b>Public Service Announcement – Technical (20 points)</b>	The video is edited so that only high quality shots remaining. The PSA employs two or more video, text, graphic, and motion effects. The PSA's audio is seamlessly blended and adds interest to the story. The PSA is in Web format and can be viewed online. <b>(20 points)</b>	The video is edited so that most of the shots are high quality. The PSA employs at least one text, graphic, video, or motion effect. PSA utilizes appropriately blended audio. PSA is in a Web file format and can be viewed online. <b>(16 points)</b>	The video includes several lower quality shorts. It is edited using only a few shots, where more edits/shots would have enhanced the overall quality. PSA is in a Web file format and can be view online. <b>(14 points)</b>	Absent or incomplete. <b>(0 points)</b>
<b>Audio and voice editing (20 points)</b>	Audio is clear and effectively assists in communicating the main idea. Narration consistently communicates ideas with enthusiasm, proper voice projection, appropriate language, and clear delivery. <b>(20 points)</b>	Audio is clear but occasionally does not communicate the main idea. Generally, the narration communicates ideas with proper voice projection, adequate preparation, and delivery. <b>(16 points)</b>	Audio is inconsistent in clarity related to volume. Often, the background audio overpowers the primary audio. <b>(14 points)</b>	Absent or incomplete. <b>(0 points)</b>
<b>Time management (10 points)</b>	Team allots and documents time for each phase of the design and development process. It completes all or most phases on schedule. <b>(10 points)</b>			Absent or incomplete. <b>(0 points)</b>

<b>Teamwork (10 points)</b>	<p>The team documents how it brainstormed, discussed, and solved problems. The team documents division of responsibilities and describes how strengths of individual efforts were used. The team clearly collaborates and interacts with each other. The team expertly creates, plans, and manages the project proposal to ensure delivery of final PSA.</p> <p><b>(10 points)</b></p>			<p>The team did not work together; the team does not share the workload.</p> <p><b>(0 points)</b></p>
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